



INTEGRATING THE CONTACT CENTER AND CRM TO DELIVER ONE CUSTOMER VIEW



CASE STUDY



PTP delivered a fully unified Enterprise Customer Support System, integrating Grainger’s Contact Center Infrastructure (CCI) and Customer Relationship Management (CRM) solutions, creating a holistic view of the customer and giving Grainger a distinct advantage in the fight for delivering the best customer experience.

THE CHALLENGES GRAINGER FACED

Grainger found itself quickly needing a strategic solution to help run their customer service, ordering, and supply chain processes. They also understood that customers had options, and they valued the customer experience as a competitive differentiator. Grainger needed a way to ensure their contact center and customer outreach systems would be in sync with their customer management systems, in order to create a seamless buying process, predict future buying patterns, and provide the best experience possible.

THE RESULTS

Grainger chose PTP to help them find and implement the best solution for their needs. PTP’s strategic assessment led to the delivery of a new Enterprise Customer Support Center, which includes the integration of service, marketing, and order management systems, processes, and resources. PTP reviewed all of Grainger’s operations and customer experience needs, and produced recommendations on leading practice customer engagement, contact center operations, and omni-channel customer service management solution architectures.



INTEGRATING THE CONTACT CENTER WITH CRM

Grainger needed to create a new strategic solution to unify their customer service, ordering, and supply chain processes. This required a full evaluation of the people, processes, and technology that powered the young company. PTP's Strategic Assessment give Grainger a holistic view of the customer across sales, marketing, service and support.

PTP's solution included:

- A Customer Experience Capability Assessment and Project Roadmap
- Customer Service Process Design
- Customer Service Agent Training
- Salesforce Service Cloud Implementation
- Salesforce Marketing Cloud Redesign
- Integration to CCI, Order Management and Supply Chain

ABOUT GRAINGER

Grainger, LLC, is an industrial supply organization offering more than 1.5 million products, a consultative sales approach and product expertise, a premium digital experience, and the ability to get complete orders to customers quickly to help keep their operations running and their people safe.



LEVEL OF REACH

14,000

CUSTOMERS ACQUIRED IN 6 MONTHS

2 Month

SALESFORCE IMPLEMENTATION

10,000

INTEGRATED SUPPLIERS

CHALLENGES

Greenfield service and support organization with no integration between existing systems

Greater competition in an industry where the customer experience is a huge differentiator

Requirement to predict customer buying patterns and make it easier for customers to shop and buy

PTP'S SERVICES

Full assessment of technology

Implementation of Salesforce Service and Marketing Cloud

Comprehensive strategic assessment, focused on CCI and CRM solutions and all Grainger's operational and business needs

Full CCI, Order Management, Supply Chain and CRM integration

"PTP was an ideal partner for us - reliable, flexible, and fair with their pricing. They delivered the project within the agreed upon budget - slightly under - and I would recommend them to others."

Jason Garino - Head of Marketing, Sales & Analytics
Grainger